Considering all I'd heard, I decided to either quit or smoke True.

I smoke True.

© Lorillard 1975

The low tar, low nicotine cigarette.
Think about it.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

100's Regular: 11 mg. "tar", 0.6 mg. nicotine, 100's Menthol: 13 mg. "tar", 0.8 mg. nicotine, av. per cigarette, FTC Report April '75.

Cosmopolitan
Jan 76

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Source: https://www.industrydocuments.ucsf.edu/docs/lxmk0000